

SONY



SONY XBR65X900A

Now On display

\$6,995

SONY 4K TV's provide four times the resolution of current HDTV. The first sets, which arrived at our store just a few weeks ago, made us all stagger back in full visual arrest.

But not for the reasons we expected...

4K. THE FUTURE OF TELEVISION.

SONY 4K

Once you've seen the picture of a SONY 4K set, there's no going back to 1080p. 4K refers to a display that has a horizontal resolution approaching 4,000 pixels. The SONY XBR's have 3840 x 2160 pixels which is four times more pixels than the High Definition 720p or 1080i sets. Do the math, that's over 8 million pixels versus 2 million. Sorry HD, this is not a close race! The 4K panel is now called Ultra HD. And yes it is.

With a SONY 4K set, the picture delivers incredible detail with the widest color spectrum ever incorporated on a television. Together, the combination of unrivaled detail and incredible color depth make for a delicious, zero calorie, visual feast.

At first the incredible detail is overwhelming, it's about the same as going from the old standard TV to 1080p HD. You're just not used to that amount of visual information!


THE FUTURE OF TELEVISION.

The image is highly detailed, crisp, with an unmatched color depth and accuracy, and most of all, believability. As your eyes and mind adjust, you realize it's simply the most immersive and involving picture you've ever experienced.

OK. So you're wondering - what can I watch on a SONY 4K set? Everything that you currently watch, and the set will upconvert it to the higher resolution.

And before you dismiss this as the usual artifact loaded images we've too often encountered, take a step back and be prepared to say.. "OOOoohhh.. that is... INCREDIBLE!".

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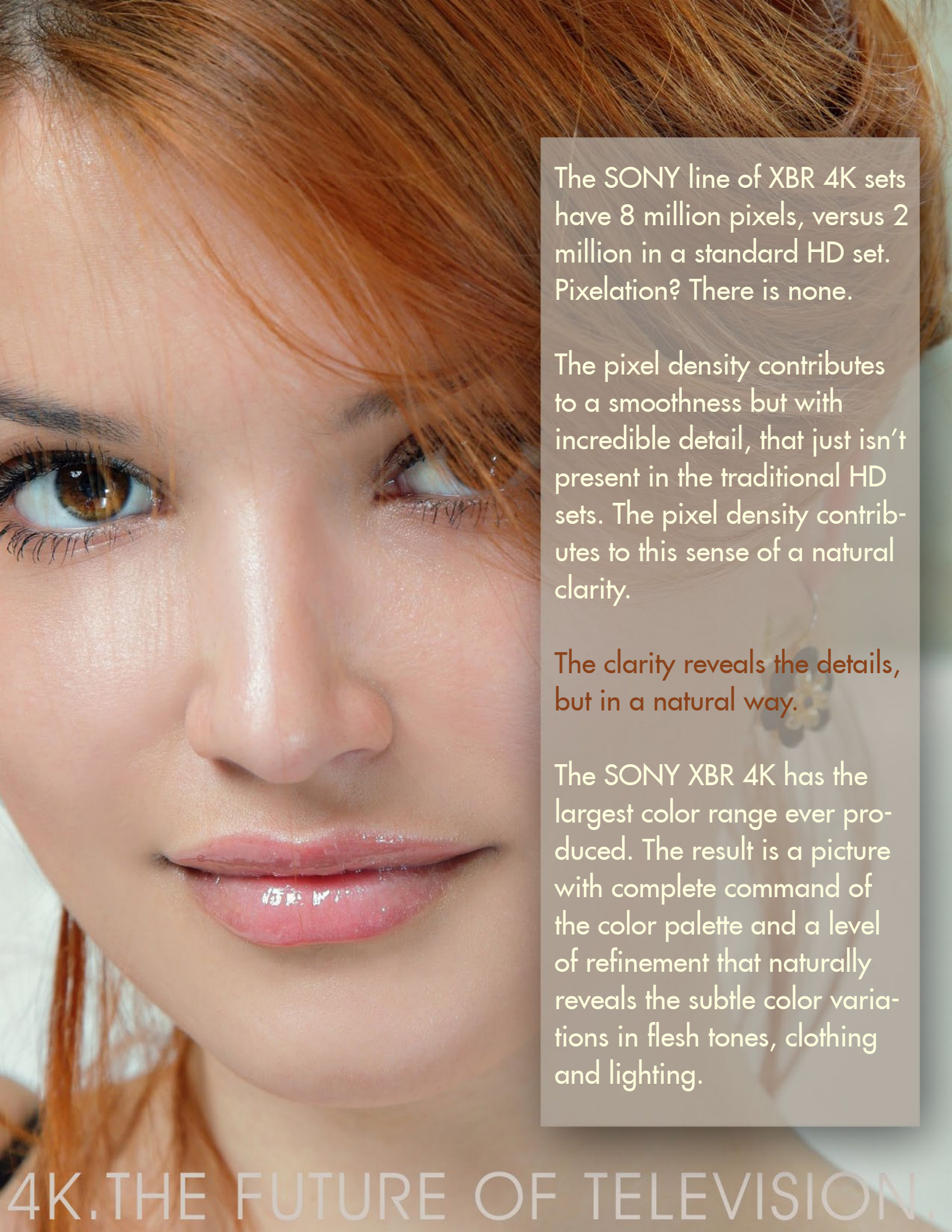


So is the upconverted image - 4K?
No it is not.
Is it better than 1080P?
Yes it certainly is!

The upconversion is substantially better than we expected. SONY has had plenty of time to master upsampling over the years, and with the new X-Reality™ PRO upconversion, master this - they have.

SONY 4K offers a significant performance improvement over a 1080p television, even from a 1080p source.

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A close-up, high-resolution photograph of a woman's face, focusing on her eyes, nose, and lips. She has vibrant red hair and is looking directly at the camera with a slight smile. The skin texture is very clear, showing fine details like pores and skin tone variations. The background is softly blurred.

The SONY line of XBR 4K sets have 8 million pixels, versus 2 million in a standard HD set. Pixelation? There is none.

The pixel density contributes to a smoothness but with incredible detail, that just isn't present in the traditional HD sets. The pixel density contributes to this sense of a natural clarity.

The clarity reveals the details, but in a natural way.

The SONY XBR 4K has the largest color range ever produced. The result is a picture with complete command of the color palette and a level of refinement that naturally reveals the subtle color variations in flesh tones, clothing and lighting.


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Together, the 6 million pixel density advantage, masterful upconversion and the world's largest color spectrum create the most believable picture we've ever experienced.

It's a magical combination of impressive clarity and color depth that yields a picture clarity that naturally pulls you in.

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Jaw dropping picture aside - we knew there was one major barrier to adoption of the new format: a scarcity of 4K content.

SONY Pictures just announced that it's poised to launch the industry's first 4K streaming service this summer.

Using an encoding system from Eye IO makes the video manageable for broadband delivery. According to industry estimates, a 4K video — typically requires 18 to 20 Mbps encoded in MPEG-4 H.264. Eye IO compression shrinks that to 6 to 7 Mbps.

Those are impressive numbers. Eye IO software is the tour-de-force necessary to make 4K viable as a practical download.

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SONY is bringing the 4K experience to the home. We applaud them for pushing video performance to a new level!

So is it worth it? Yes, it is expensive, but benchmark products always are. This is a television that defines an entirely new level of performance with a picture that escapes criticism and deserves the highest praise. And you will use it every day! So the performance/cost/value equation is certainly justifiable.

We encourage you to JUST SEE it!



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SONY

4K

SONY
currently has

three 4K televisions models:

XBR-55X900A / 55-inch model / \$4,995

XBR-65X900A / 65-inch model / \$6,995

XBR-84X900A / 84-inch model / \$24,995

- * Everything you watch is upconverted for 4K Ultra HD viewing
- * Brilliant color with the TRILUMINOS display
- * Front-facing speakers with 65 watts amplifier
- * Built-in Wi-Fi for streaming HD entertainment
- * Dynamic Edge LED backlight for outstanding contrast
- * Precise motion clarity with Motionflow XR 960
- * Your smartphone screen on TV with NFC screen mirroring
- * Movies, music & apps on Sony Entertainment Network
- * RS-232 and RF in for custom control installations
- * Enjoy Full HD 3D with 4 pairs of passive glasses
- * SimulView™ technology: 2 player games with no split screen
- * TV SideView app to control your TV and channel guide

4K THE FUTURE OF TELEVISION.